Digitalize waste supply chain. To Help the Under-Previllaged

The Future of Green Economy in Indonesia
The Problem

Indonesia is the **2nd largest producer of waste plastic, 6.8 million tons** of plastic waste/year and yet recycling rate is low.

10% Recycling Rate
29% Managed Disposal & Dumpsite
61% Unmanaged Waste, Open Burning, Dumping on land, Leakage Into Sea, Rivers and Lake

2$ Prevalent child labor and modern slavery with an average pay of 2$ per day

* National Plastic Action Partnership, 2020
Plasticpay is a digital-based social platform that invites people to exchange plastic waste for points. We create an application and collection facilities for people, public and private sector to participate and collaborate in recycling activities to fulfil the sustainable development goals no 12 and 17.

Plasticpay as a Solution

Public Behavior Modification
Responsible Consumption
SDG No. 12

Collaboration with Private and Public Sector

Responsible Production & Consumption
SDG No. 12

Meaningful Reward Digitally
3-5 Times Higher

Digital Verification
GREEN ECONOMY

Infrastructure
Digital Verification
GREEN ECONOMY

Upcycle Products SME’s
GREEN & CIRCULAR ECONOMY

Big Scale Proper Recycler
GREEN & CIRCULAR ECONOMY
Sustainable and Ethical Practice

Plasticpay verifies the waste supply chain to be free of modern slavery and child labor.

The Digital Platform for Traceability and Accountability.

In creating its value chain, Plasticpay totally excludes underage labor and abuse of children in collecting plastic bottle waste, as is the case today.
Product and Services
Convenience and Recognition In Doing Sustainable Practice

Reverse Vending Machine
(Public Area Placement)

Plasticpay Dropbox
(Public Area Placement)

Beyond Collecting
(Create Functional, Fashionable, Durable, and Affordable Upcycle Products)

Modernizing Indonesia Waste Plastic Collection

Participation in Public Behavioral Change

Corporate Branding as Proof of Green Companies

Branding close to the community

360 Green & Circular Economy Contribution

Government’s partners in Combating Waste Plastic & Decarbonization

Corporate Branding

Personal Social Media Branding

Produced by Women Empowerment & Diffable SME's
How does it work?

Find collection points nearby with GPS
Verify clean supply chain, and QR code
Payment, disburse funds and access other rewards
Traceability and Accountability

- Authorise deposits, and QR code
- Track deposit volumes and activity over time
- Disburse funds or access other rewards
Digital Platform

Digital platform for traceability and accountability
Auditable tracking of post-consumer waste flows and volumes recovery for recycling by time period, location and type

**Confirm child labour free and slavery free**

Demonstrate kilo-for-kilo recovery of post-consumer waste to meet corporate or regulatory targets. Platform to collect incremental plastic type as technology and demand become available.
OUR 3 LAYERS CHAIN

Waste plastic can transform into Ethical High Value Product and providing impacts for every stage of supply chain

*Bottle price in IDR
- New Supply Chain
- Value Chain
- Impact Chain

VALUE CHAIN

NEW SUPPLY CHAIN

IMPACT CHAIN
Impact Verification By IIX – end of 2021

**Impact Score – Powered by IIX Values**
6.5 out of 10

**Mission Statement:**
Plasticpay is a Mission Driven Ecopreneurship initiatives that invites People to transform their environmentally harmful waste plastic into meaningful reward collaboration with public & private sector.

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**Total Impact**
- # Of Customers: **19,137**
- % Women Customers: **50% - 69%**
- Total Amount Of CO2 Saved: **74 Metric Tonnes**
- Total Waste (plastic) Saved: **2 Million Tonnes**

**Social Impact**
- Increased income
- Increased skills and knowledge/ education
- Increase access to finance
- Increased employment & productivity
- Women empowerment

**Driving the SDGs**

**Environmental Impact**
- Natural resource conservation
- Climate change mitigation
- Biodiversity conservation on land
Traction to Date

Customers: 19 Big Brands
17,000+ Users
300+ Collection Points

Current Potential & Expansion Market

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>FMCG Companies</td>
<td>68</td>
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<tr>
<td>Bottling Companies</td>
<td>701</td>
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<tr>
<td>Listed Companies</td>
<td>759</td>
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<tr>
<td>Banks</td>
<td>110</td>
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<tr>
<td>Shopping Center</td>
<td>649</td>
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<td>Modern Market Brands</td>
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</tbody>
</table>
Greater Impact at Near Future

Plastic Credit – Plastic Credit Exchange Platform
Proof of Concept - Dropbox
Proof of Concept - RVM
Early Education
Plasticpay as part of Government action for a Green Economy in Indonesia

Sri Mulyani
Minister of Finance Republic Indonesia

Perry Warjiyo
Governor of Bank Indonesia

Destry Damayanti
Senior Deputy Governor of Bank Indonesia
Hyundai Startup Challenge
Plasticpay top 3 Champion Among 600+ Participants

“The Better, The Bigger Impact
“Moving People to do Better, Together”
Suhendra Setiadi
[CEO Plasticpay]
WATCH THE DEMODAY AT HSC YOUTUBE CHANNEL
bit.ly/HSC2021demoday

Direktur Hyundai Motor Indonesia
Haji K.H. Lee
DANONE GROUP - AQUA

DANONE

AQUA®

Alfamart
World Cleanup Day 2021 – Lions Club